

I. List 3-5 Student Learning Outcomes for students enrolled in your program.

These should be broad overarching learning goals. They are bigger than objectives.

The Multimedia Studies program instructs students with and about new and emerging technologies. However, our primary goal is to train students to be self-learners and strong critical thinkers that can effectively solve problems in an industry that seeks solutions not just to problems, but rather out of necessity of invention for progress. In our department we teach students to approach problem solving by increasing their critical thinking skills?both creative and technical problem solving skills?as preparation for their career objectives. Through a series of sequential courses, the creative and technical skills of each student are expected to progress towards the skills of a professional in their field.

As a result, the MMST program has defined the following five Stages of Success for its students:

- 1) Unskilled- Inexperienced, and a very limited ability to solve problems
- 2) Novice- Limited skills, minimal experience, and a beginning problem solver
- 3) Student- Basic skills, some experience, and can solve average problems
- 4) Advanced- Highly skilled, experienced, and can solve difficult problems
- 5) Professional- Proficient skills, practiced experience, and can solve complex problems

Examples of the Stages of Success are outlined in the sample MMST 123 Project One Grading Sheet (rubric) attachment. This is for the first project in one of the Core Multimedia Studies courses, MMST 123 Introduction to Multimedia Design. This course focuses on the fundamentals of art making and the creative process while using and learning ?non-traditional? digital tools to complete the assignment.

As defined in the Grading Sheet rubric, the assignment is divided into five areas of assessment, only one of which is technology based. The majority of the criteria are applicable to any design course?following instructions, meeting deadlines, quantity and quality of the finished creative work and the idea. Even the technical assessment is weighted more towards the independence of the organized self-learner?s problem-solving ability for the task at hand vs. the unorganized, unprofessional ?techno-geek.? In this way we can prepare our students for professional interaction with clients, employers, and future technology based upon their self reliance and critical think abilities learned in the Multimedia Studies program.

Our self-assessment goal is to provide each of our students with the appropriate level course to ensure student success and academic persistence to meet their career and academic objectives. The successful outcome of each student is directly related to the number of stages they complete in the Multimedia Studies program, and their pre-existing level before coming to College of Marin. The Multimedia Studies faculty continually re-assesses the content and prerequisites of all MMST courses to appropriately prepare students based upon personal skill levels. The Stages of Success have been developed to address each course and which stage or at what developmental level it should occupy. Each project criterion is based upon the stage of the course, and the presumed skill level of the student and outlines as our Course Level Stages of Success.

II. Align the Program Level SLOs with the College Goals.

Briefly discuss how your program meets the goals of the college.

The MMST Program aligns with the first college-wide SLO objective of critical thinking in every single course. The programs Stages of Success are aligned with the college-wide SLO objectives for college-wide and course-level SLO integration and communication within the program as outlined below. Finally, the MMST program is ahead of the next college-wide SLO of Program Self-assessment and Planning with the long standing practice of documented student projects form every class for evaluation and comparison, including a required MMST Internship course, and its prerequisite, the MMST Portfolio class. Both of these course are required for the Career Certificate and the A.S. degree.

MMST courses vary on the number of stages that are evaluated based on the specific level of the course sequence. For example, a foundation course would assume students are between the Novice and Student stages, and assessed accordingly while students would be assessed on their Advanced and Professional stages in an advanced or capstone course. Professional criteria are used to set standards, evaluate and elevate each individual student regardless of his or her existing skill level.

The following criteria are used at varied degrees in all five levels:

- + Ability to be responsive to deadlines and instructions
- + Demonstrate traditional and visual communication skills
- + Apply current technologies and media skills appropriately
- + Execute and present strong, creative and conceptual skills
- + Exhibit independent and resourceful problem solving skills

The following courses are considered Novice level intended for students interested in the subject with little to no prior experience with the subject:

- MMST 101 Orientation to Multimedia
- MMST 110 Introduction to Multimedia
- MMST 112 Interactive Design for Multimedia

The following courses are considered Student level intended for students interested in the subject with outdated or limited prior experience with the subject:

- MMST 111 Multimedia Production
- MMST 114 Intro to Game Design
- MMST 123 Intro to Multimedia Design

-MMST 124 3D Modeling and Animation
-MMST 131 Intro to Web Design
-MMST 143 Video Production for Multimedia
-MMST 144 Audio Production for Multimedia

The following courses are considered Student to Advanced level intended for students interested in the subject with prior academic or limited career experience with the subject:

-MMST 132 Intro to Web Development
-MMST 133 Search Engine Optimization & Web Promotion
-MMST 150 Digital Imaging Techniques with Photoshop
-MMST 151 Digital Illustration and Animation
-MMST 155 Software App: Web Authoring
-MMST 158 Audio Design for Interactive Media & Games
-MMST 160 Digital Image Calibration and Printing
-MMST 163 3D Character Animation: Lighting & Materials
-MMST 166 Digital Video Editing & Motion Graphics

The following courses are considered Advanced Level courses intended for students interested in the subject with advanced academic or recent career experience with the subject:

-MMST 200 Portfolio Development
-MMST 210 MMST Project
-MMST 223 Print and Package Design
-MMST 231 Scripting & Interactive Multimedia Production
-MMST 240 Advanced Sound and Video Design

The following course is the capstone class and designed as the Professional Level course for students in Multimedia Studies. It is required of all Multimedia Studies Degree and Career Certificate students:

-MMST 213 Multimedia Internship

II. Assess the student success in your program.

How do you know students learned the core SLOs by the completion of curriculum/program. Include data to support these findings.

Students projects have been saved from every class. These previous projects are presented to current students as examples of both rigor and quality. As a result, student work improves each semester due to clarity of the objective and the desire to exceed previous students' work. This provides instructors a measure to gauge current student work as well as on-going self-assessment of material covered, learning outcomes achieved (or shortcomings) to adjust material as needed to optimize student SUCCESS.

IV. Document student success/achievement in the program.

Possible documentation materials might include Degrees, Awards, Transfer, Portfolios, Capstone Assignments, Success in Job Placement, etc.)

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A selection of student work may be provide upon request. Please specify which classes, number of projects/examples desired and what format is preferred (powerpoint, web, CD, DVD, prints).

1. Attachment: Grading Rubric for Project 1 from MMST 123.
2. MMST Degrees and Career Certificates awarded to MMST students from 2001-2007.

V. Note areas for future improvement.

Address needs of program like curricular innovation, resource allocation, upgrading facilities , technology, unit allocation, staffing, etc.

The MMST Internship course MUST be offered EVERY Spring semester, based upon qualitative, not quantitative reasoning. The area dean and the VP must work with the MMST faculty to arrive at a solution that enables students to participate in this valuable experience, and provide the MMST Program the best self-assessment data available--external, objective evaluations, comments and action.

The Internship course is paramount to the student's success. It prepares them entering or reentering their intended profession by evaluating their respective skills necessary to meet their career objectives. Then they prepare themselves by refining their resume, their portfolio or demo reel, their interview and soft-skills for a short-term hands-on experience with professionals in the bay area. The Internship is not only a positive experience for the student, but has been a success for every business that has worked with a College of Marin Multimedia Studies intern. It has brought awareness and admiration for the Multimedia Program and the college as evidenced by the enthusiastic desire to continue to host interns and the interest to participate in other college events such as guest lectures, site visits, and the hiring of Multimedia Studies interns and students.

As the capstone class for both the degree and the career certificates, it is the culmination of every subject the student has learned and developed. It is the hands-on experience necessary to apply the concepts, theories and skills acquired during their academic experience. More importantly, because the students are mentored and critiqued by someone outside of the college, it is through the Multimedia Internships that our students experience real assessment of their Student Learning Outcomes.

